

Celebrate for CHAnge

Celebrate for CHAnge Campaign

WHAT is Celebrate for Change?

The Celebrate for Change campaign is a chance for you to raise awareness and funds for children and their communities in the five countries in which Free The Children carries out development work: the rural areas of Kenya, Sierra Leone, China, Sri Lanka and Ecuador. This 30-day campaign encourages youth to celebrate their own efforts to change the world and celebrate the birthdays of all children around the world!

HOW does it work?

In this campaign, you will plan fundraisers during the 30 days leading up to the party in which your goal is to earn 5,000 "GlobePoints." You will receive GlobePoints for each dollar you fundraise (i.e. \$1=1 GlobePoint). Your goal is to attain 5,000 GlobePoints so that you can travel around the world on the campaign poster and "visit" the five countries. On this journey, you will be asked to make stops along the way to carry out "awareness-raising" activities through which you can earn bonus GlobePoints.

With access to YouthZone groups—your own website—you can log fundraising and educational activities on the YouthZone for updates on your GlobePoints status. This way, you will know when you have enough GlobePoints to advance to a new country. And there are rewards for reaching milestones!

You will have an entire campaign kit—including party tickets/invitations, a 'How to' guide and more—to help you plan every step of your campaign.

WHY participate?

The Celebrate for Change campaign is in honour of "invisible" children. Around the world, millions of kids don't know when they were born. Some don't even know their ages. UNICEF calls these children "invisible," highlighting their lack of rights in the 2005 State of the World's Children report. They are among the 50 million children born each year who are not registered at birth. And when they're not registered, they never officially exist. Governments can easily ignore or overlook these children, especially when they're engaged in dangerous situations of child labour or fall in the hands of traffickers who sell them to slavery or the sex industry.

WHO can participate?

Everyone! Whether it's a team of young change-makers or a group of caring adults, **everyone can make an amazing difference in this world!** The campaign is meant to reach as many people as possible so they can learn about the issues affecting our world and support your campaign to make a difference.



FREE THE CHILDREN.com

